That good ole barefoot feeling

Feature Writer

When you first put them on, you might think you've got your feet on backwards. And, for a while, they feel just as different as they look. But then something starts to happen, and all of a sudden you don't want to take them off. Ever.

They go by the name of Earth Shoes, and aside from their natural, muted colors and healthy leather, the most earthy thing about them is that they recreate the original way of walking, the way it was done before the days of platform soles and chiropractors.

The secret of Earth Shoes is in a special kind of construction which allows the body's weight to rest primarily on the heels, below toe level. The effect on your posture and your aching back, promises the Earth Shoe brochure, is the same as if you were walking barefoot in the sand or across an open field.

There are a few tales of miracle cures, but most reports testify to less dramatic, but significant results, such as improved posture, respiration and circulation. But the best benefit by far is that Earth Shoes just feel spood.

From an initial one-man operation in Copenhagen 13 years ago, the Earth Shoes venture has mushroomed into a booming international business. An American traveler's discovery of the Danish-made shoes led to the debut of a Manhattan Earth Shoes store 10 years ago. Meanwhile, boosted by publicity in the Whole Earth Catalog, 33 additional shops have opened in the United States to accommodate the growing Earth Shoes mania. !

One of these newer stores sits atop a red, white and blue metal fire escape leading up service." Atala 10 SPEEDS

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Staff photo by Alan Geer Earth Shoe and its mirror image

buck the current styles."

from Franklin Street. Inside, seated on a wooden bench against a backdrop of hothouse window greenery, Joey Sinreich, co-owner with his wife Sherrie of the Chapel Hill shop, commented on the Earth Shoes he

almost makes me feel like I'm doing a public

\$ 15500

Owned and Operated by

Students of UNC & Duke

choose their own pair of Earth Shoes and sign them off as a uniform item. In a competitive bracket with top-name

Chapel Hill store now has a license with the

footwear, Earth Shoes now carry sales tags ranging from \$23.50 for sandals to \$42.50 for hiking boots, keeping them well within the fuxury category for most dollar-conscious university students.

Yet the cost of the shoes doesn't seem to be keeping people from buying. Many customers gratefully rationalize the high cost of the shoes against durability records of up to three years of average wear.

"Lots of people come in and try the shoes, know that they want them and then come back in a couple of months after they've saved the money," Sinreich said.

Noting that most buyers eventually return with a friend, he added, "People with the shoes are our best ads."

What if everyone in Chapel Hill ended up having Earth Shoes? "Some people ask me that," Sinreich said. "I'd be perfectly satisfied. I'd just close up shop and go home."

Even if the Earth Shoes revolution reaches this point, it seems unlikely that the Sinreichs will be able to leave town as long as happy customers keep writing and stopping by with glowing reports of better health and real comfort. Some people have even discovered the original, barefoot way of walking is fun.

"I just want to thank you so very much for making my feet happy," wrote one Earth Shoes enthusiast. "They've complained ever since they were born, and today they smiled."

post office which allows postal employees to Tickets, 50 cents, available at Union desk.

and Saturday at 11:15. \$1.50.

Altman's private eye film. One of the year's best. 2:30, 4:40, 6:50 & 9. \$2. Ends today. "The Paper Chase." Plaza II. Highly

satisfying film about law school that is outstanding in its examination of a studentteacher relationship. Good performances. A brilliant, truly great one from John Houseman. 2:45, 4:55, 7:05 & 9:15. \$2. Ends Thursday, Feb. 14.

"Sleeper." Plaza III. Woody Allen's latest comedy, set 200 years in the future. Very funny, and though it lacks some of the delirious brilliance of "Sex," it is his smoothest, best-paced film. 3:30, 5:30, 7:30 &

Chapel Hill Film Friends: "Summerskin." A

Seasons." A German film directed by Rianerwerner Faffbinder, an exceptionally. gifted young talent. This is a most unusual brilliantly original story of the decline and fall of a fruit peddler. Friday at 7, Saturday at 2, 4:30, 7 & 9:30 in Carroll Hall.

"When the People Awake, Chile 1972/1973." Sponsored by Bread & Roses. Sunday and Monday at 7:30 in 111 Murphey. Thursday, Feb. 14 at 11 a.m. in Carroll Hall.

UNC Reader's Theatre in cooperation with the Carolina Union will present an adaptation of "The Hobbit" by J.R. Tolkien. Today at 8 p.m. in Deep Jonah.

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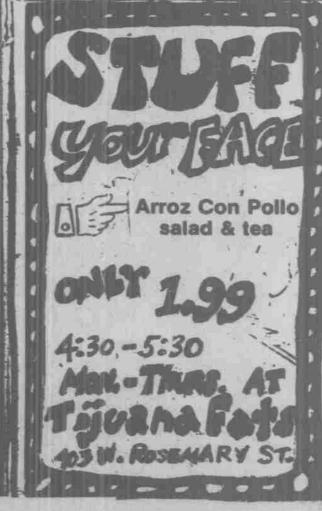
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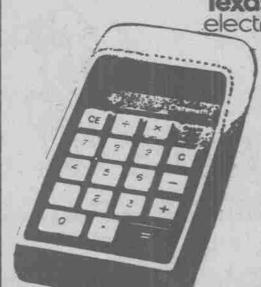
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"Most people love them," he reported. "It

mainstream of American life is that the Texas Instruments



Are the strange new shoes just another

"They don't have the qualities that a fad

Another clue that implies the new shoes

are being absorbed into the steady

usually has-that is, the exploitation of

some current style," Sinreich said. "They

craze, like spike heels and platforms?

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FORD MUSTANG 1968 V-8 blue hard-top decent condition; must sell; good mileege; best offer above \$500,00. Call 929-4868 or come to 104 James Street Carrboro.

For Sale 1984 Chevy Van. Good mechanical condition. Six cylinder engine. Call 942-7827 after 8:00.

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MISCELLANEOUS

Lost: Pair of glasses in black and blue case, lost Monday on wall behind Hill Hall at lunchtime. Call 942-2298 or Music

Couples interested in forming a discussion group on sex role and "Nuclear Family" hasales, call 929-8446 after five. LET'S MAKE A DEAL DAYS. COME MAKE US AN OFFER

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Taster's Choice

Carolina Playmakers presents "Shay," by Anne Commire. Selected from the Eugene

O'Nelli Memorial Theatre. Directed by Tony

Giordens. Tuesday, Feb. 12 through Sunday,

Feb. 17 at 8 p.m. in the Playmakers Theatre.

Sunday matinee at 2:30. Season ticket

holders may purchase tickets starting Monday, Feb. 4. General tickets sales will

begin Thursday, Feb. 7. Reserve seat tickets,

\$2.50, may be purchased in 102 Graham

Memorial or at Ledbetter Pickards on Franklin

"Miss Julie," by August Strindberg.

Featuring Cigdem Onat, Warren Hanse and

Kinda Norflett. Today at 4, Friday at 4 and

8. Free tickets available at the Lab Theatre

Office. Special performance Saturday at 4.

Tickets available only through the

Association of Women Students office in the

Union. All performances in 06 Graham

Available at Page Box Office.

"The Music Man." Village Dinner Theatre,

"Earth Song," a one-act musical play, will

be presented by The Atlanta Workshop in

Nonviolence Saturday at 8 p.m. at the

Presbyterian Student Center and Sunday at

2:30 p.m. at the Community Church.

Presented with the play will be "Medicine and

War," a slide show describing the effects of

the war on the medical facilities in North and

South Vietnam. The program is sponsored by

The Chapel Hill Peace Center. Admission is

Auditions for "Dylan," by Sydney Michaels.

Laboratory Theatre production. Friday at 4 in

211 Graham Memorial. Saturday at 3 in 203

Graham Memorial. Directed by A. Aaron Witt

Concerts

plano. Tonight at 8 in Hill Hall. Free to the

Thursday Evening series. Tom Warburton,

Kris Kristofferson and Waylon Jennings.

Friday, February 15 at 8 p.m. in Dorton Arena,

Raleigh. Reserved seat tickets, \$5 and \$6,

sale at the Record Bar for \$4.50 and \$5.50.

Seals and Croft. Sunday, Feb. 17 at 8 p.m. in Cameron Indoor Stadium, Duke. Tickets on

The Department of Music at Duke presents

Michael Campbell, planist, in a guest recital

Sunday at 8:15 in the East Duke Music Room.

John Ogdon, British planist, will appear

with the North Carolina Symphony on Friday,

Feb. 15 at 8:15 p.m. In Memorial Hall.

Nightlife

Town Hall. Tonight, Weeds. Friday and

Cat's Cradle. Tonight, Bluegrass

Experience. Friday and Saturday, Roger

Wolff will present a variety of ballads, folk

songs and popular music in connection with the Women's Festival. Saturday from 8 to 11

CELLAR DOOR

The Undergraduate Magazine

is now accepting manuscripts

until March 1.

Guidelines are available at

Union Desk.

Interviews for staff positions

and Editor also being held.

MON-FRI 4 to 5:30 p.m. SIGN UP AT UNION DESK

Salloom, country music from Nashville. Dianne Gooch, Carol Ponder and Bruce

p.w. in Deep Jonah. Admission free.

available at all area Record Bars.

Admission free to UNC students.

Admission is free.

Saturday, Mike Greer.

free and refreshments will be served.

Memorial.

Gioria Steinem. Sold out. Tonight at 8 in Memorial Hall. Tickets on sale for \$1 at the

Cinema

"Ash Wednesday." Carolina Theatre. Liz gets a facelift. Terrible. 1:29, 3:22, 5:15, 7:07 & 9. \$2. Ends today. Late show: Friday and Saturday, "The Beguiled." Sunday, "The Man Who Loved Cat Dancing." All shows at 11:15.

"House of Seven Corpses." Varsity Theatre. 7 & 9. Late show: "Rosemary's Baby." Friday

"The Long Goodbye." Plaza I. Robert

9:30. \$2. Ends Thursday, Feb. 14.

Hall. \$1.50.

Alternative Cinema: "The Merchant of Four

Black film did not get very good reviews, but Diana Sands was a talented actress and should be worth seeing. Saturday, "Le Bonheur." Film by Agnes Varda, considered a class of cool precision. Sunday, "The Effect of Gamma Rays on Man-in-the-Moon Marigolds." Super Sunday, by subscription only. Very fine American film. A half-crazy woman and her two daughters. Good writing and direction, excellent acting. All films at 6:30 & 9 in the Great Hall.

Theatre

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SCHIZOPHRENIA SHOP

Jene Fonda, 4 p.m. Friday in Memorial Hall.

Ends today. Another trashy horror film. 1, 3, 5,

Raleigh. Buffet at 7, curtain at 8:30. Call 787-7771 for reservations. Nightly except Monday. Ends Sunday. "Grease." Last in a series of "Broadway at Duke." Friday, Feb. 15 at 4 and 8:30 p.m. in Page Auditorium, Duke. Tickets \$5, \$6 and \$7 for the evening show, \$4 for the matinee.

perverse study of love and death from Leopold Torre Nilsson and Beatriz Guido, the director and writer or End of Innocence. Friday at 9:30. Saturday at 11:30 in Carroll

Free Flicks: Friday, "Georgia, Georgia."

Admission free but donations requested.

Contact